



BELL RINGER

2026 PR Club Bell Ringer Awards Winner's List

Professional Awards

John J. Molloy Crystal Bell for Lifetime Achievement

Kathy Wilson

Managing Partner, Tier One Partners

Ringer Award - Mid-Career Professional

Sam Powers

Vice President of Public Relations, Walker Sands

Striker Award - Early-Career Practitioner

Aidan Poole

Media Relations Manager, Walker Sands

Carillonneur Award - Best Team Culture

Randstad Digital | Torc Community Team

Platinum Super Bell

360PR+ for "*From Food Brand to Community Builder: Bob's Red Mill's 'Moretogetherness' Campaign*"

Student Work

- **Merit Award, Written Asset:** Neveah Berenato for Concert Review: Maruja protests with punk at the Sinclair
- **Merit Award, Campaign:** Studio 5 at Simmons University with Smile Brookline for Elevating Pediatric Airway Health Awareness & Expertise



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SINGLE ITEM DIVISION

CONTENT MARKETING

News Announcement

- **Bronze Bell:** The Perry Group with Papitto Opportunity Connection for POC Awards \$1-Million To Expand Amos House Clinic
- **Gold Bell:** Duffy & Shanley with Bonds for The Underwear Launch Heard Around the World

Video or Video Series

- **Merit Award (tie):** RDW Group for Cape & Coast Bank Rebrands After 104 Years
- **Merit Award (tie):** Webster Bank with Cinemotion for Celebrating 90 Years of Purpose, Progress and Possibilities Together
- **Bronze Bell:** CTP for Welcome to The Row
- **Silver Bell (tie):** Racepoint Global for John Deere Champions Farmers With Autonomy
- **Silver Bell (tie):** The New England Center for Children with Colossus for One Powerful Place - The story of a school for autism that changed the world

MEDIA PLACEMENTS

Vertical/Trade Placement

- **Bronze Bell:** Duffy & Shanley WWD delivers feature piece on Delivering Good

Byline or OpEd Article Placement

- **Bronze Bell:** Matter with LogicGate for When it comes to risk, AI is the new cloud

Earned Podcast

- **Bronze Bell:** Duffy & Shanley for Redefining a 125-Year-Old Apparel Leader
- **Silver Bell:** CTP for Why Don't Americans Vote for Climate?

Response to Breaking News/Newsjacking

- **Bronze Bell:** Duffy & Shanley for Turning Celebrity Buzz into Media Gold: Hanes Viral Tank Top Moment
- **Gold Bell:** CTP for Powering Through Headwinds: Elevating EnergySage Amid Federal Solar Policy Upheaval



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Regional/Local Written Placement

- **Merit Award:** 360PR+ with Omni Parker House for A Legend Reborn: Celebrating 170 Years of Omni Parker House
- **Silver Bell:** CK Communications Group for TV News Story Helps Secure Life-Saving Legislation

Regional/Local Broadcast Placement

- **Merit Award (tie):** John Guilfoil Public Relations for A Child's Selfless Holiday: Turning a Small Act of Kindness Into a National Story
- **Merit Award (tie):** John Guilfoil Public Relations for Methuen Launches City-Wide Crackdown on Human Trafficking

National/International Written Placement

- **Bronze Bell:** Duffy & Shanley for Hanes sets their sight on top consumer outlet to catapult new collection into saturated athleisure market
- **Gold Bell:** Duffy & Shanley for How an Iconic Australian Underwear Brand Leveraged Media in the U.S.

National/International Broadcast Placement

- **Silver Bell (tie):** CTP with NESN for Best Snow Day Ever
- **Silver Bell (tie):** Duffy & Shanley for TODAY Show Takeover: Two Features, One Morning
- **Gold Bell:** Duffy & Shanley for How an iconic Australian underwear brand launches in the U.S.

SOCIAL MEDIA PLATFORM EXCELLENCE

Instagram

- **Merit Award:** RDW Group for BBBS Leverages Instagram to Engage Community
- **Silver Bell:** Duffy & Shanley with BJ's Wholesale Club for @BJsWholesale: Driving Connection and Brand Impact on Instagram



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EVENTS

Media/Influencer Event

- **Merit Award:** Wireside with Infineon Technologies for Infineon Technologies' CES 2026 Media Networking Event
- **Bronze Bell:** John Guilfoil Public Relations for A Christmas Morning Miracle: Bringing a Life-Saving Story to the Public
- **Silver Bell (tie):** Duffy & Shanley for How Amica brought its "empathy" policy to life in its community
- **Silver Bell (tie):** Duffy & Shanley with Hanes for Hanes Takes Center Court with the Launch of Hanes Moves
- **Silver Bell (tie):** Wireside with NTT Research fo NTT Research Upgrade 2025
- **Gold Bell (tie):** 360PR+ with STIHL for See It. Feel It. Report It.: Turning Yard Care Tools Into Must-Cover News
- **Gold Bell (tie):** A&G with Dunkin' for Now Entering: Dunkin', MA

One-Time Special Event

- **Merit Award (tie):** John Guilfoil Public Relations for Find Yourself in Utah: Law Enforcement Career Day Event
- **Merit Award (tie):** Mintz+Hoke for Turning Transportation into Community Conversation
- **Merit Award (tie):** Mintz+Hoke for Bridging the Workforce Gap: Mobilizing Employers through Awareness
- **Merit Award (tie):** Wireside with NTT Data for NTT Osaka World Expo 2025
- **Bronze Bell (tie):** Duffy & Shanley for Dunkin' Hosts Annual Toys for Tots Shopping Spree
- **Bronze Bell (tie):** Slowey McManus Communications for UniBank gas giveaway draws crowds to Worcester
- **Silver Bell:** John Guilfoil Public Relations for Arlington250: Actor Kurt Russell Comes Face to Face with His Revolutionary Ancestors
- **Gold Bell (tie):** Duffy & Shanley for How an iconic Australian underwear brand launches in the U.S.
- **Gold Bell (tie):** Rinck Advertising for Manufacturing Day at Novonesis



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Special Event Series

- **Merit Award:** John Guilfoil Public Relations for Tiverton Trash Talk: Big Community Engagement on a Small Budget
- **Bronze Bell:** Webster Bank for Solid as a Rock: Taking Webster's 90-Year Legacy on the Road
- **Silver Bell:** Rinck Advertising with Maine Center for Disease Control and Prevention for Quit Like A Mainer
- **Gold Bell:** John Guilfoil Public Relations for Lex250: Sharing the 250th Anniversary of the 'Shot Heard Round the World' with... the World

CAMPAIGNS DIVISION

Innovation Campaigns

On a Shoestring Budget < \$10K

- **Merit Award:** Massachusetts Technology Collaborative (MassTech) for Beyond the Static: Driving LinkedIn Growth Through High-Impact Video
- **Bronze Bell:** Duffy & Shanley for 40 Years of Delivering Good
- **Silver Bell:** John Guilfoil Public Relations for Tiverton Trash Talk:" Big Community Engagement on a Small Budget

Brand Building or Re-branding

- **Merit Award:** Red Lorry Yellow Lorry with Memnon for Rebranding with Purpose Turning a Quiet Archive Brand into an Industry Voice
- **Bronze Bell (tie):** Racepoint Global with NomadGo for Launching Inventory AI: A Breakthrough Moment for NomadGo
- **Bronze Bell (tie):** Three Rings with SES for Launching a Global Brand for a Satellite Connectivity Leader
- **Silver Bell:** C+C with Massachusetts Department of Higher Education for Go Higher: Making College More Affordable in Massachusetts
- **Gold Bell:** 360PR+ with Bob's Red Mill for From Food Brand to Community Builder: Bob's Red Mill's "Moretogetherness" Campaign

B2C Social Media

- **Merit Award:** RDW Group for BBBS Leverages Social Media to Engage Community

Content Marketing

- **Bronze Bell:** CTP with Christine Brown & Partners for Motion to Disrupt: Building An Authoritative Brand in the New Era of College Sports Law



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INFLUENCER CAMPAIGNS

Integrated Influencer

- **Bronze Bell:** Racepoint Global with John Deere for John Deere: From Seed to Speed: Turning Influencers into Advocates for Renewable Fuels
- **Gold Bell:** Rinck Advertising with Unilever - Pears for If You Know, You Glow

Mega Influencer

- **Merit Award:** RDW Group for BBBS Celebrates 33rd Annual Holiday Lighting
- **Silver Bell:** Racepoint Global with John Deere for John Deere, Athletes & Influencers Feed Farmers
- **Gold Bell:** 360PR+ with CarGurus for Big Deals Deserve Big Voices: Turning Cultural Icons Into CarGurus Advocates

INDUSTRY CAMPAIGNS

Government/Public Affairs

- **Bronze Bell (tie):** Clean Harbors for A community-first approach to Environmental Services
- **Bronze Bell (tie):** John Guilfoil Public Relations for Educating Voters on a \$6 Million Budget Override
- **Bronze Bell (tie):** LaVoieHealthScience with Massachusetts Health Connector for Safeguarding Access to Affordable Health Insurance Across Massachusetts
- **Silver Bell:** CK Communications Group for Making Schools Seizure Safe

Healthcare

- **Bronze Bell:** V2 Communications InStride Health for Demonstrating more effective care solutions for pediatric mental health challenges

Nonprofit and Education

- **Silver Bell:** John Guilfoil Public Relations for Celebrating the 50th Anniversary of Special Education



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High-Tech

- **Merit Award (tie):** V2 Communications with Fervo Energy for Establishing a Defining Force in the Future of Carbon-Free Power
- **Merit Award (tie):** Wireside with Ethernovia for Ethernovia Raises over \$90 Million Series B to Scale Leading-Edge Autonomy and Physical AI Networking Chips
- **Bronze Bell (tie):** Matter for Grassroots PR Program Elevates Industrial Start Up
- **Bronze Bell (tie):** Racepoint Global with MediaTek for Reshaping MediaTek's Perception with Customers
- **Bronze Bell (tie):** Tier One Partners with Deloitte for From CIO to C-Suite: How Deloitte Reframed Enterprise Tech Leadership and Owned the Narrative
- **Silver Bell (tie):** Red Lorry Yellow Lorry with RtBrick for Unblocking the telco revolution: Igniting a technical shift through creative research
- **Silver Bell (tie):** SHIFT Communications with Cengage for Fueling Category & Thought Leadership at a Critical Moment
- **Gold Bell:** Red Lorry Yellow Lorry with Ascribe Bio for Crop protection startup's time in the sun

Hospitality/Travel/Entertainment

- **Merit Award:** John Guilfoil Public Relations for Celebrating Locally Owned Restaurants in Ludlow While Encouraging Tourism
- **Silver Bell:** 360PR+ with Virgin Atlantic for ReLAX and Unwind with Virgin Atlantic and Alan Cumming
- **Gold Bell (tie):** 360PR+ with Omni Parker House for A Legend Reborn: Celebrating 170 Years of Omni Parker House
- **Gold Bell (tie):** John Guilfoil Public Relations for Lex250: Sharing the 250th Anniversary of the 'Shot Heard Round the World' with... the World



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COMMUNICATIONS CAMPAIGNS

Integrated Marketing Communications

- **Merit Award (tie):** Duffy & Shanley for Acing Student Loans
- **Merit Award (tie):** Mintz+Hoke for The Power of a Unified Strategy During Unprecedented DiSenioruption
- **Merit Award (tie):** RDW Group for No Matter Why Campaign Educates, Reduces Stigma
- **Bronze Bell (tie):** CTP with WBUR for Celebrating 75 Years of Trusted Journalism: The WBUR Festival
- **Bronze Bell (tie):** Three Rings for TRI Caylent Accelerate | AWS re:Invent
- **Silver Bell (tie):** 360PR+ with CarGurus for Big Deals Deserve Big Voices: Turning Cultural Icons Into CarGurus Advocates
- **Silver Bell (tie):** GBH for Fund the Future Campaign
- **Gold Bell (tie):** 360PR+ with Bob's Red Mill for From Food Brand to Community Builder: Bob's Red Mill's "Moretogetherness" Campaign

PR Business-to-Business (B2B)

- **Bronze Bell:** V2 Communications with UiPath for Establishing UiPath as the leading Agentic Automation Platform
- **Silver Bell:** Wireside with Sygnia for Exterminating a Cyber Ant Infestation

PR Business-to-Consumer (B2C)

- **Merit Award:** Hollywood Agency with Piaggio Fast Forward for The Power of the Force and the Pitch
- **Bronze Bell (tie):** Matter with Welch's for From Childhood Favorite to Cultural Comeback
- **Bronze Bell (tie):** Racepoint Global with H&R Block for H&R Block's Comeback in Consumer Choice
- **Silver Bell:** A&G with Dunkin' for Now Entering: Dunkin', MA
- **Gold Bell:** Duffy & Shanley for The Underwear Launch Heard Round the World